

RI Energy Efficiency Customer Insights

June 20, 2019



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Agenda

- **National Grid Customer Council**
- **Customer Insights: Energy Efficiency**
- **Customer Listening**

Online Panel Purpose:

- Tap into customer feedback on a continuous basis.
- Keep finger on the pulse of customer needs and expectations to deliver customer insights that inform data-driven business decisions.

Ongoing, Timely Dialogue Essential to Create Business Impact:



Diverse online market research approaches

Quant: Surveys, polling

Qual: Discussions, journaling, video interviews, focus groups, co-creation



~6,100 Residential customers

Enterprise-wide

Representative of customer database population



2x/month get customer insight

View customer dialogue in real-time (qual)

Engaged customers = speed to insights

Examples of how NGCC insights are used/ customer-driven actions:

- Co-creation research to identify new product and service offering areas
- Interest in HVAC facilitation survey
- Online marketplace evaluation (NY)

National Grid Customer Council Results

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Year in Review

Hello influencers! We'd like to thank you for your continued participation since we began this community last year. National Grid would like to share some info with you to recap this past year's activities on the site.



Over 6000 Influencers!

Our diverse community has expanded to include over 6000 National Grid customers from Long Island, Massachusetts, New York City, Rhode Island, and Upstate New York.



Co-Creation Efforts

Co-creation research has helped to identify 115+ new product and service offering areas that National Grid is currently working on.

Since launching...

30+

Activities Completed

Making a Difference

Feedback on website content and navigation has informed redesign efforts for multiple initiatives, like the National Grid Online Marketplace.



Customer Driven

Member evaluations of rate change emails help to ensure that future communications are helpful and informative.

As always, we appreciate your opinions and will use your feedback going forward to continue to improve our services.

- National Grid

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Smart Home Devices

Hello Influencers! We'd like to thank you for your continued participation in our community. National Grid would like to share the results of one of our latest activities about Smart Home Devices.

Smart Technology Use

- Most Influencers find smart home technology convenient and use it to add comfort to their homes.
- Many currently use smart thermostats, TV, and speakers.



Roadblocks to Adoption

Some Influencers are concerned about data security and privacy when using these devices and turned off by how costly they are.

How National Grid Fits In

- Influencers think National Grid should offer education on their energy and cost saving benefits and provide incentives and rebates to customers interested in smart home devices.



As always, we appreciate your opinions and will use your feedback going forward to continue to improve our services.

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Customer Insights: Energy Efficiency

▪ EE Familiarity

- At nearly 70%, RI has strongest familiarity of energy savings and rebate programs in National Grid territory

▪ Energy Attitudes

- Over 90% want to learn as much as they can to make their home as energy efficient as it can be
- Three-quarters of RI customers say they have taken steps to make their home more energy efficient and over 80% are actively looking for ways to manage their energy costs

▪ EE Product Interest

- Nearly two-thirds of RI customers interested in rebates for EE products
- Nearly half are interested in personal recommendations for saving energy and money or no cost in-home energy assessments

Customer Feedback Channels

Customer Initiated

Contact Center
National Grid website
Community Events – Energy Expo,
Earth Day Events, etc...
Energy Efficiency touchpoints –
assessments, educational events,
trainings
Letters to Company Executives
Letters to Lead Vendors

National Grid Initiated

Sales and Jurisdiction Teams
Consumer Advocates
Post Energy Efficiency Survey
Customer Listening Forum
National Grid Customer Council
Process Evaluations



Examples of Customer Feedback Actions

- Customer Initiated comments responded to immediately
- Escalation process between Contact Center and EE
- Update FAQ on programs
- Ideas vetted for new program solutions

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